

PHLY-24,74

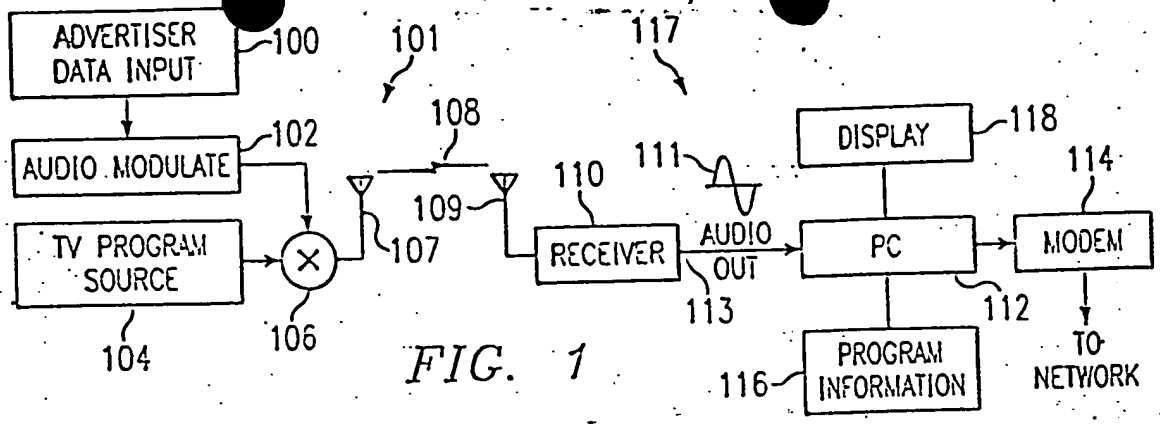


FIG. 1

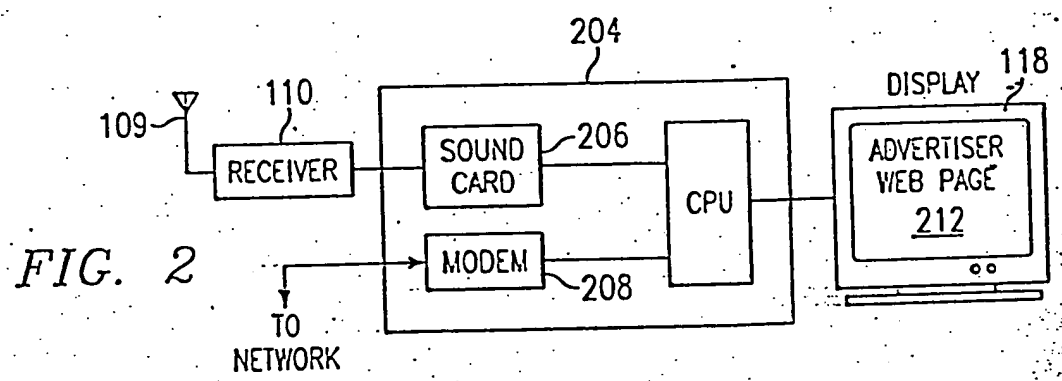


FIG. 2

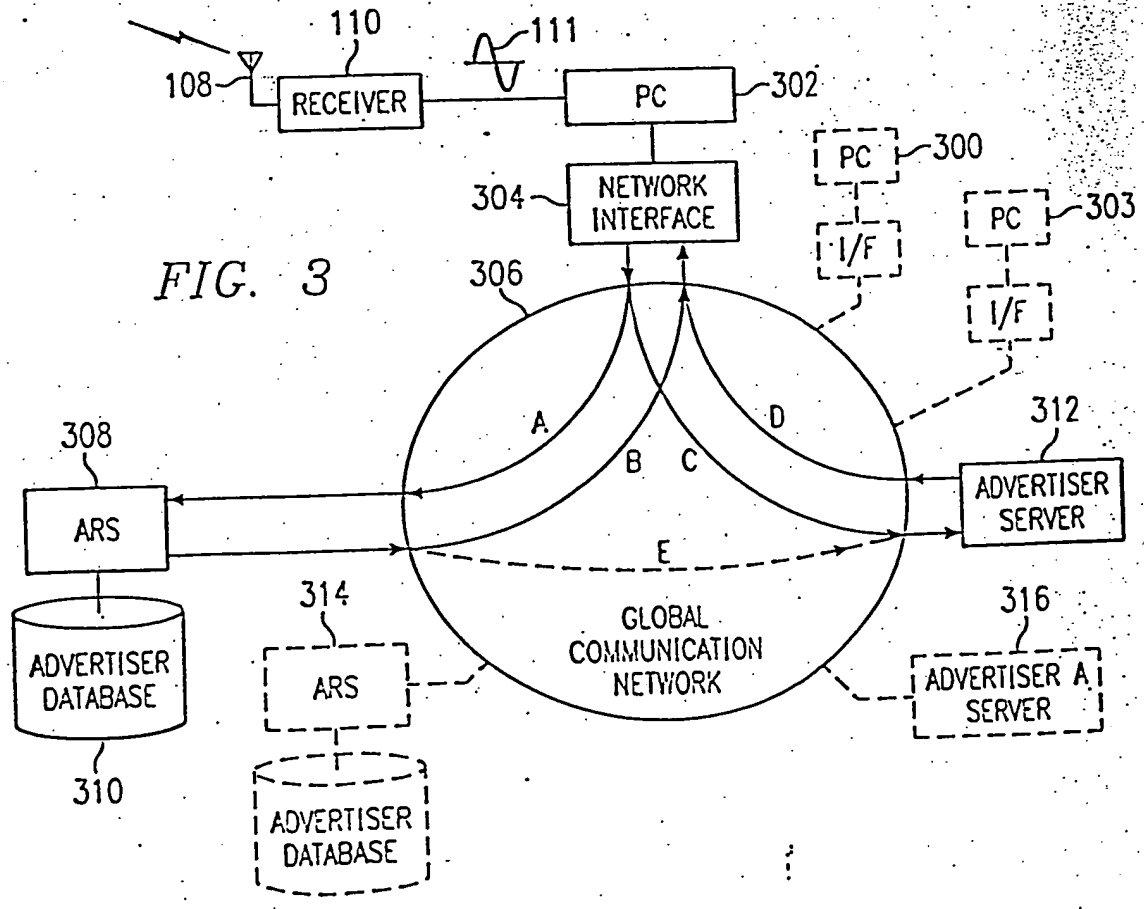


FIG. 3

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

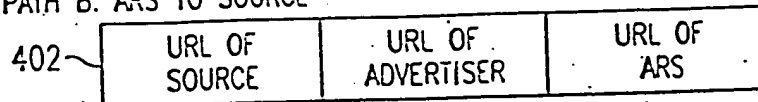


FIG. 4b

PATH C: SOURCE TO ADVERTISER

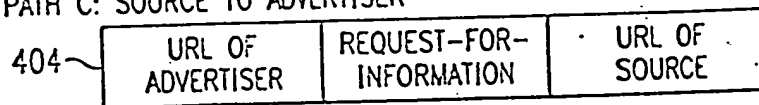


FIG. 4c

PATH D: ADVERTISER TO SOURCE

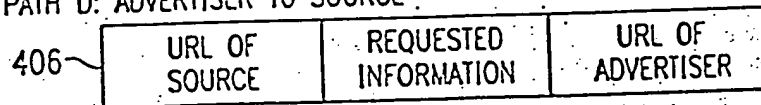


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

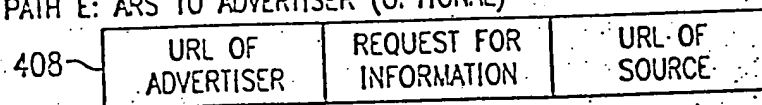


FIG. 4e

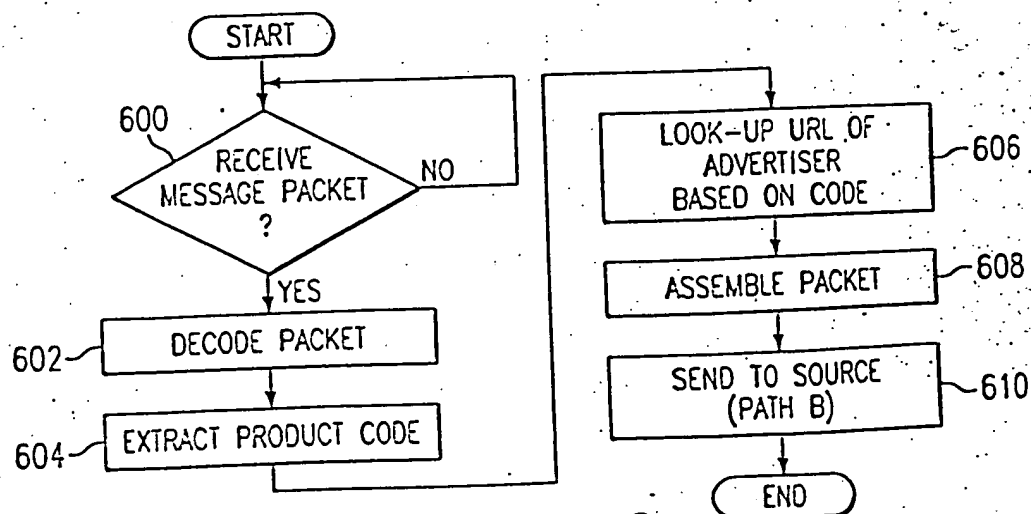


FIG. 6

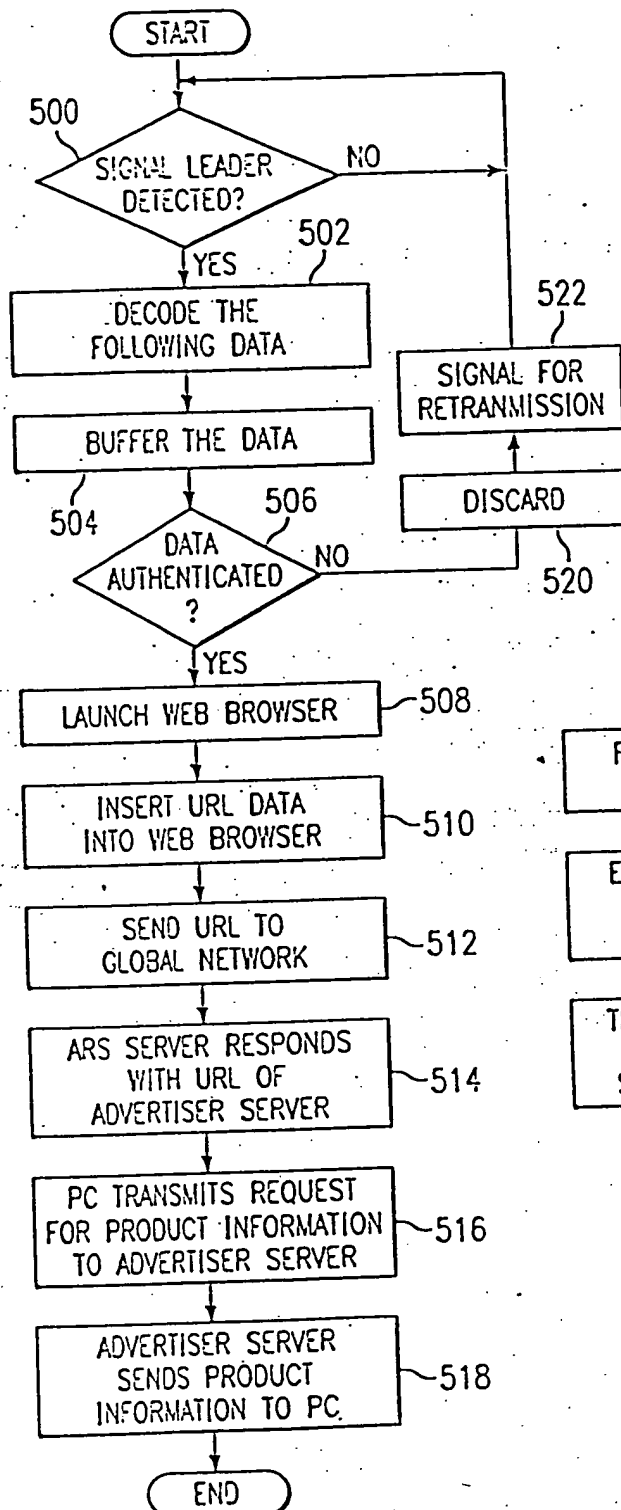


FIG. 5

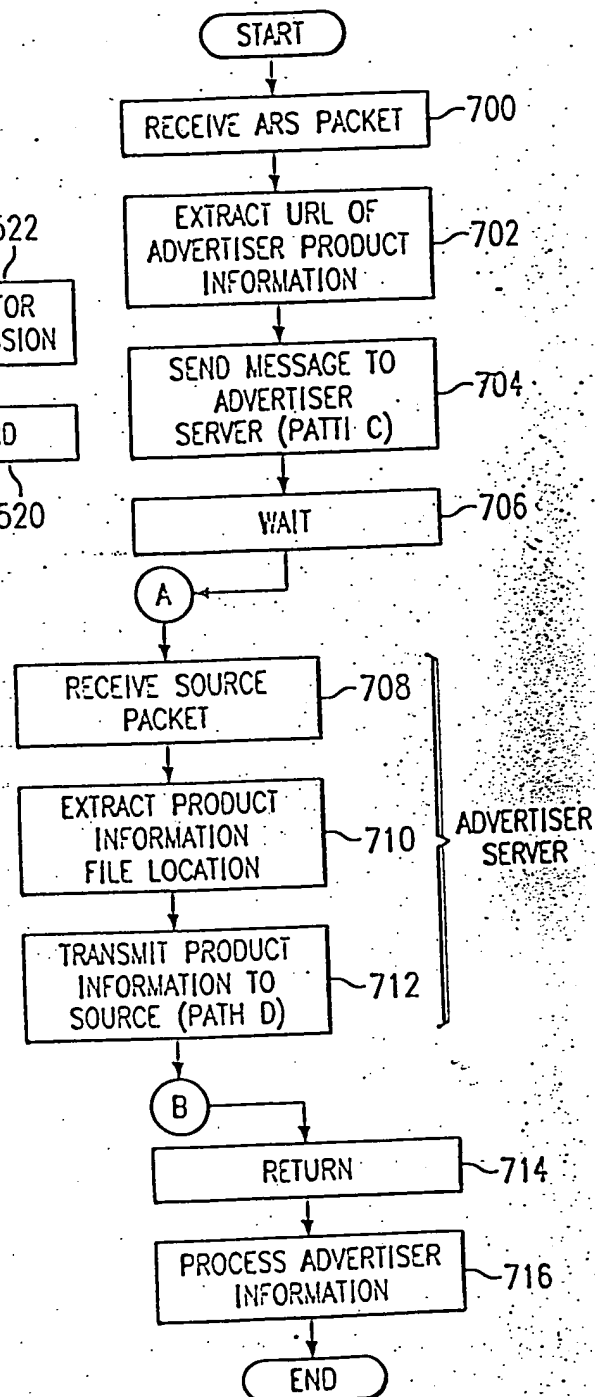


FIG. 7

727 745
DISPLAY

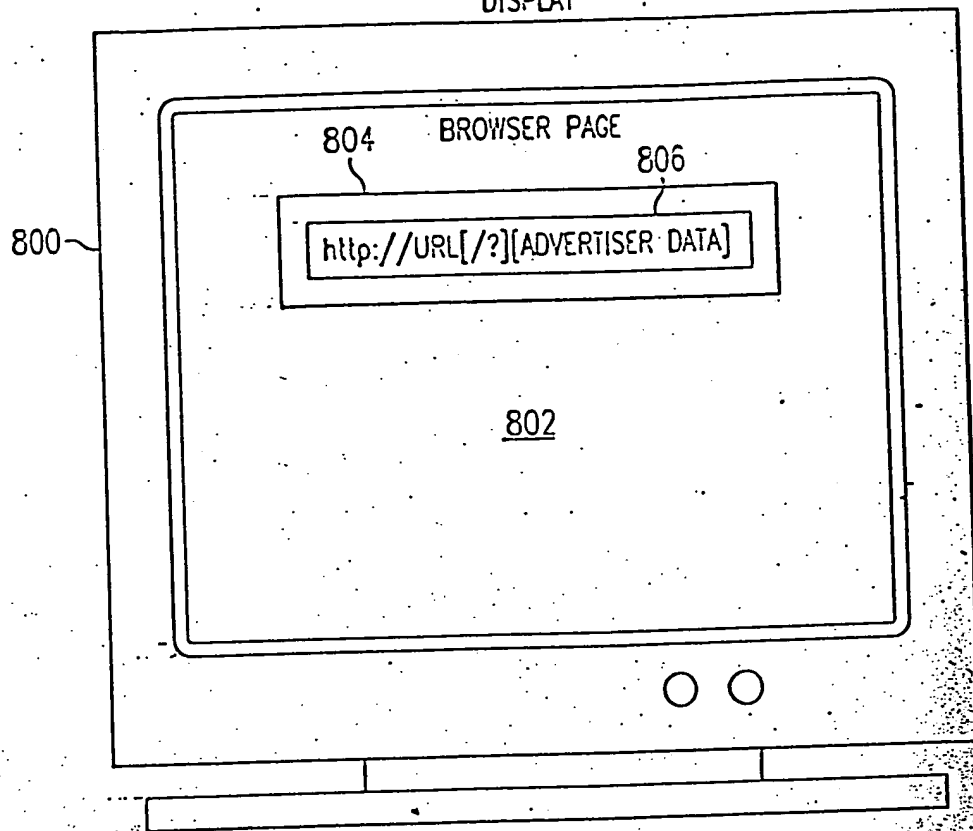


FIG. 8

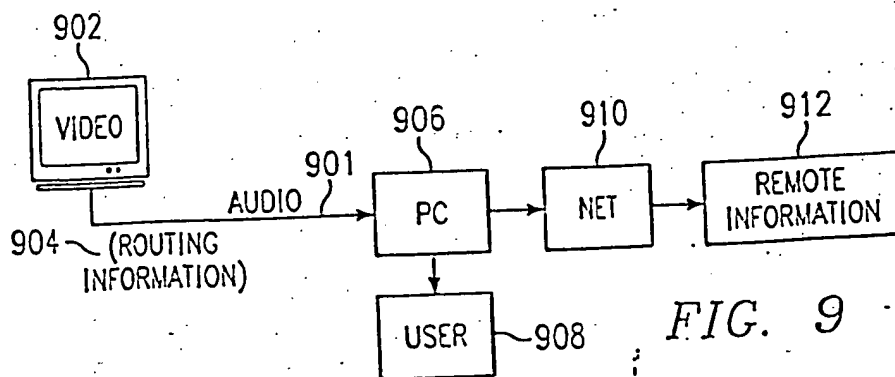
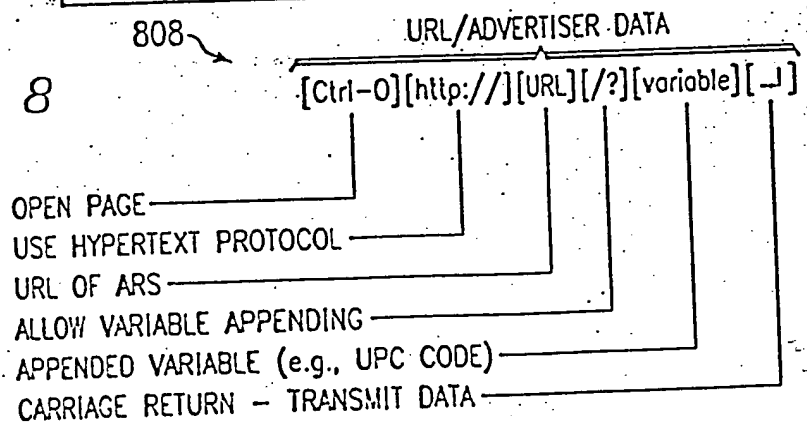
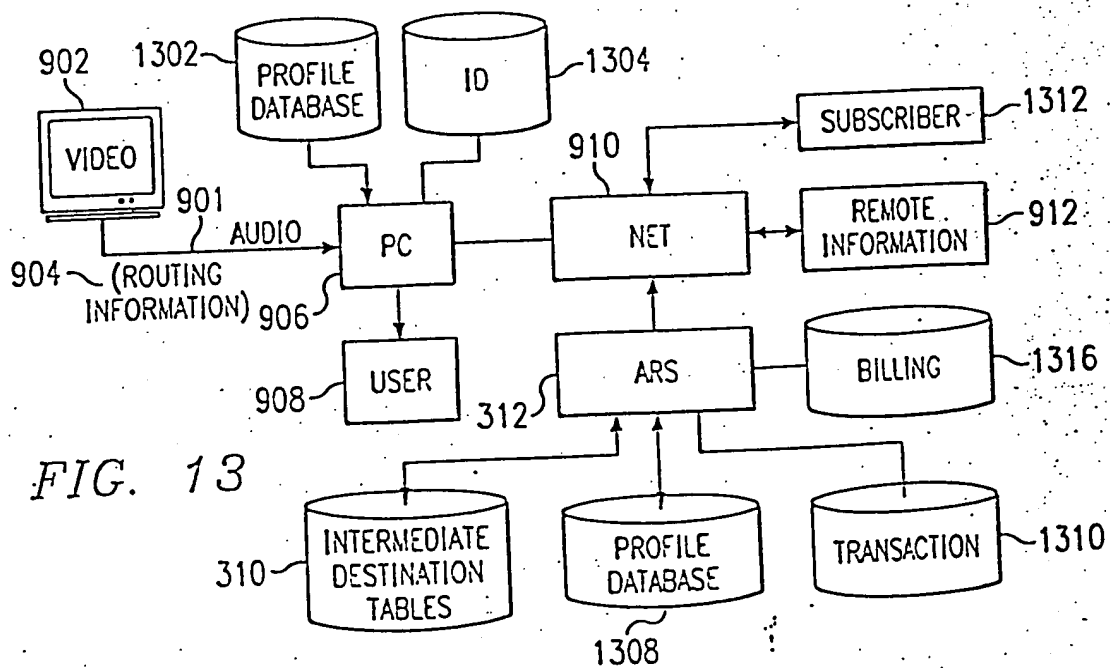
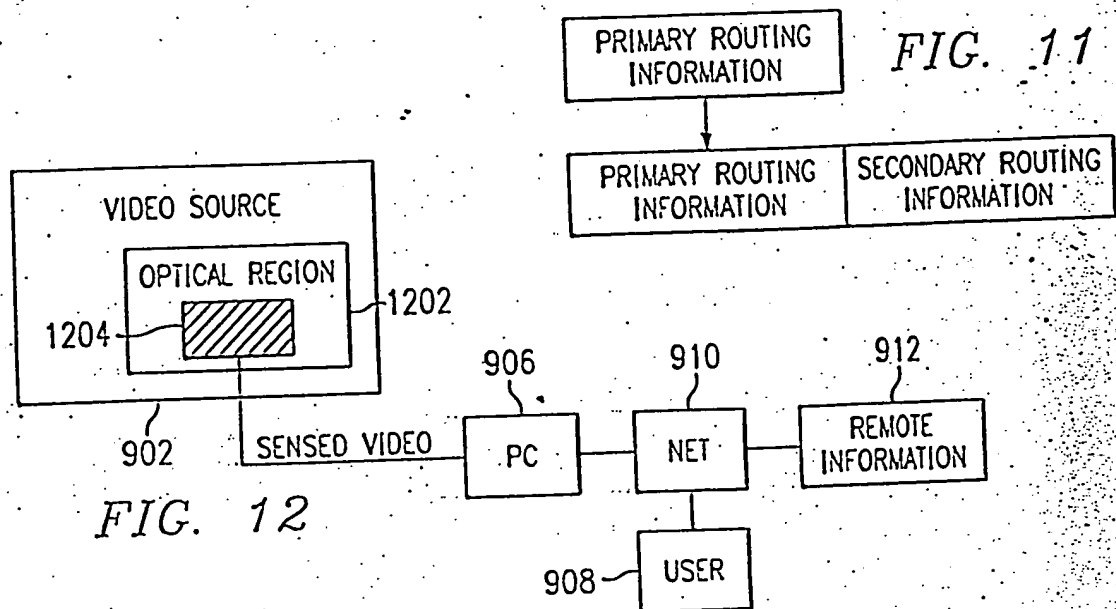
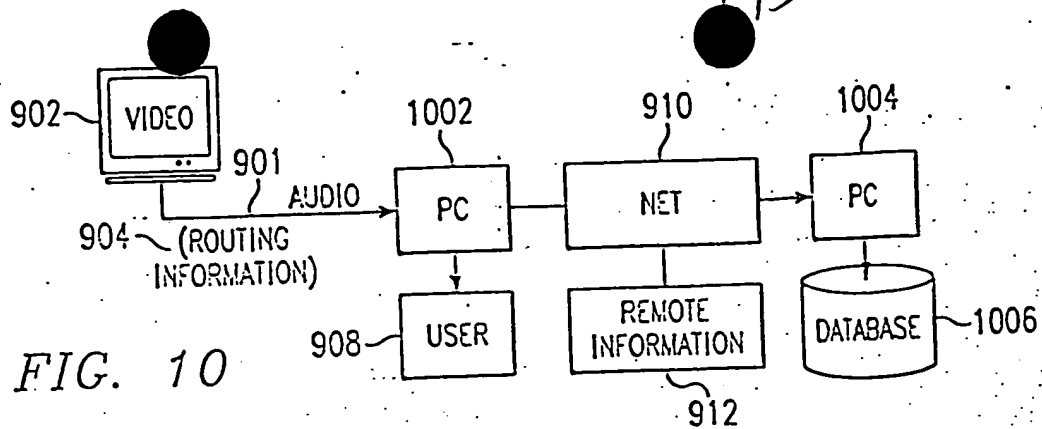
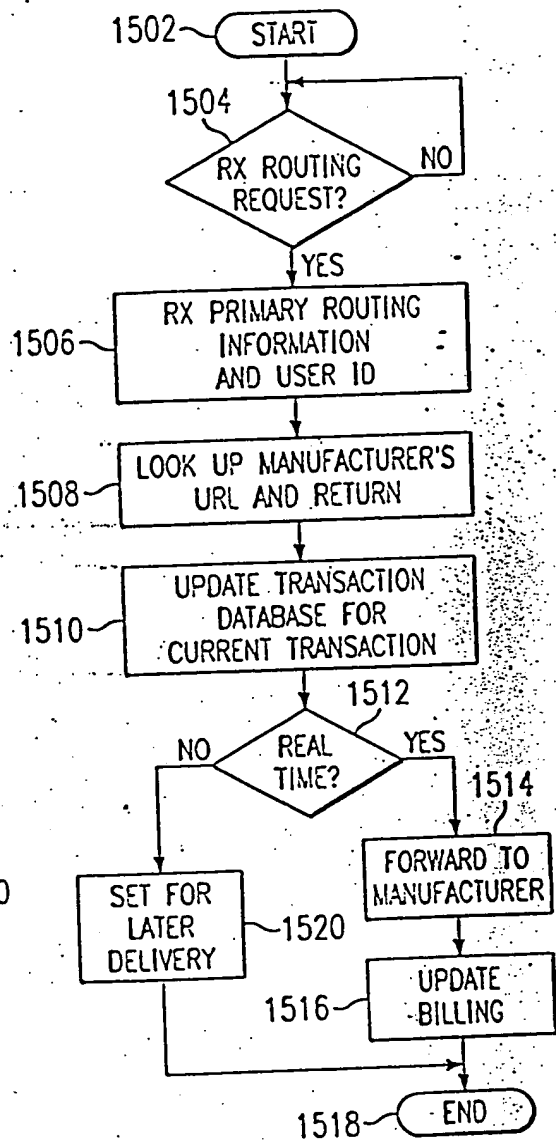
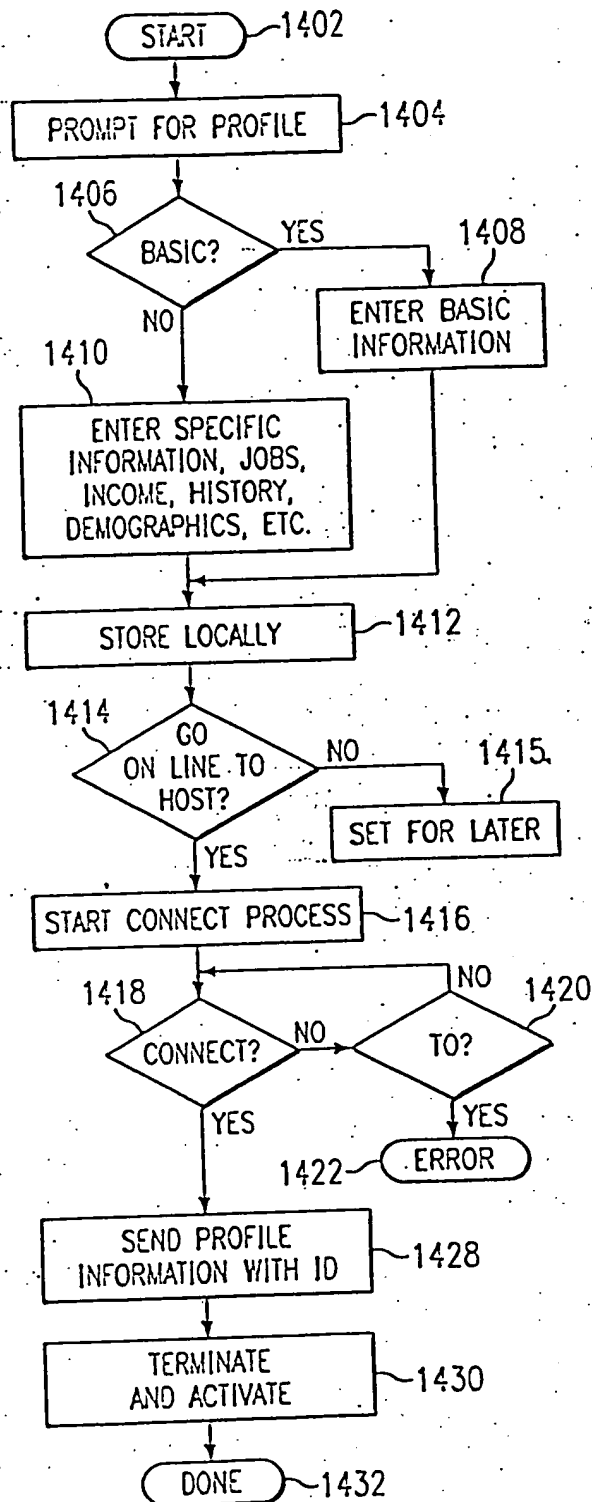


FIG. 9





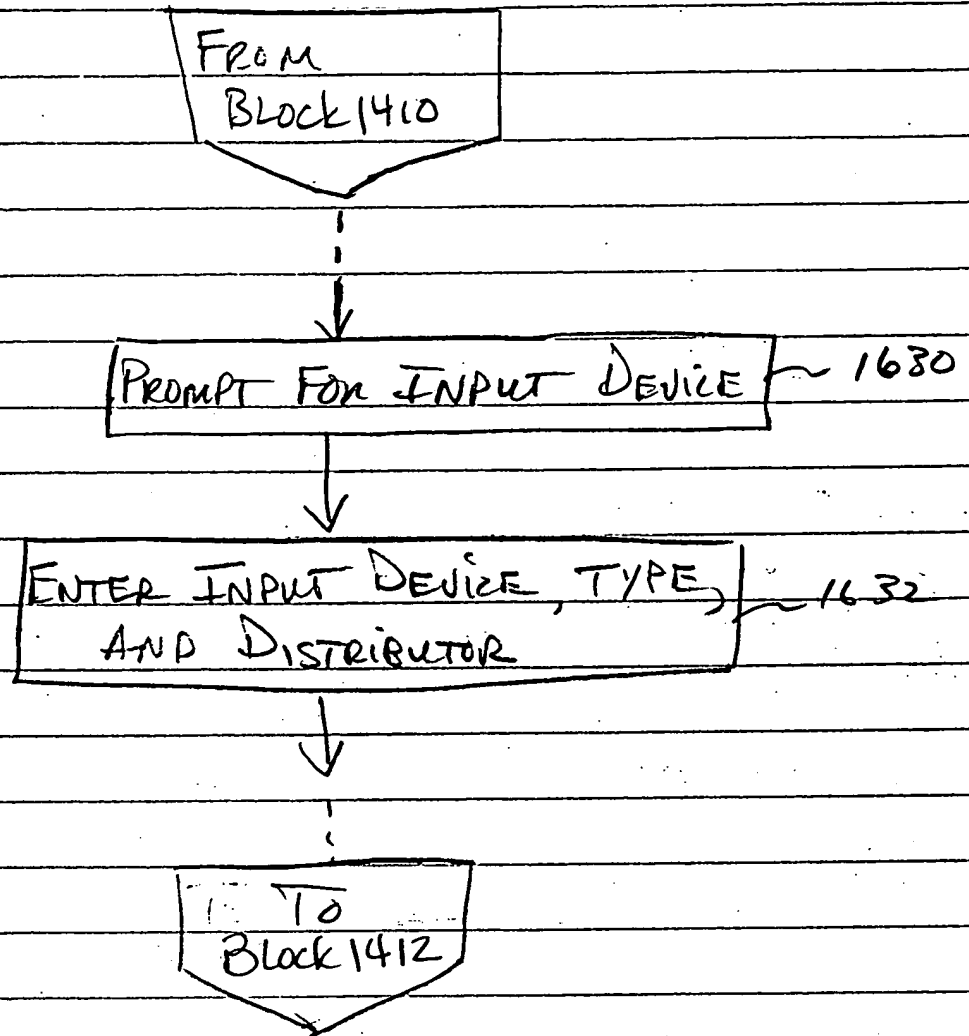


FIG. 16a

737
745

FIG. 16

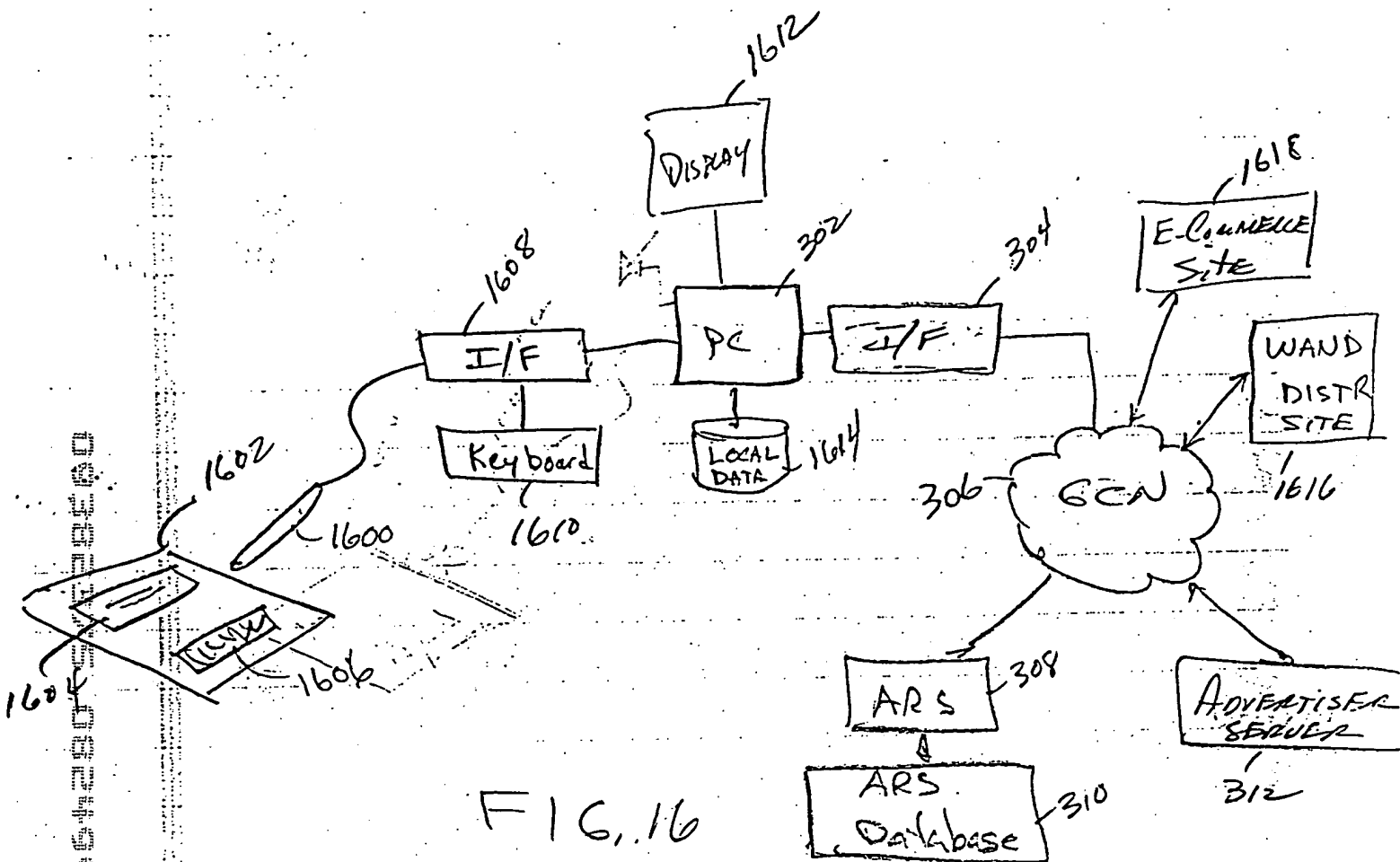


FIG. 16

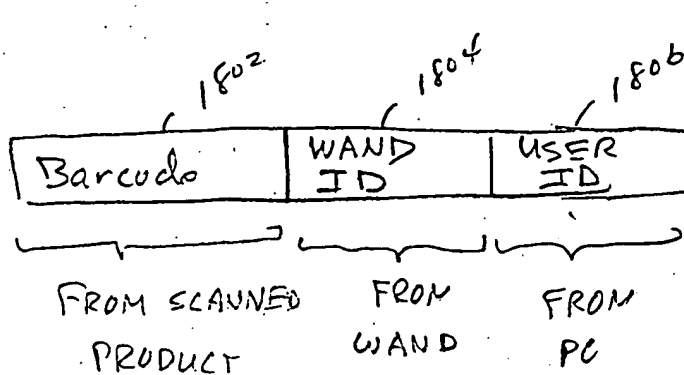


FIG. 18

287 745

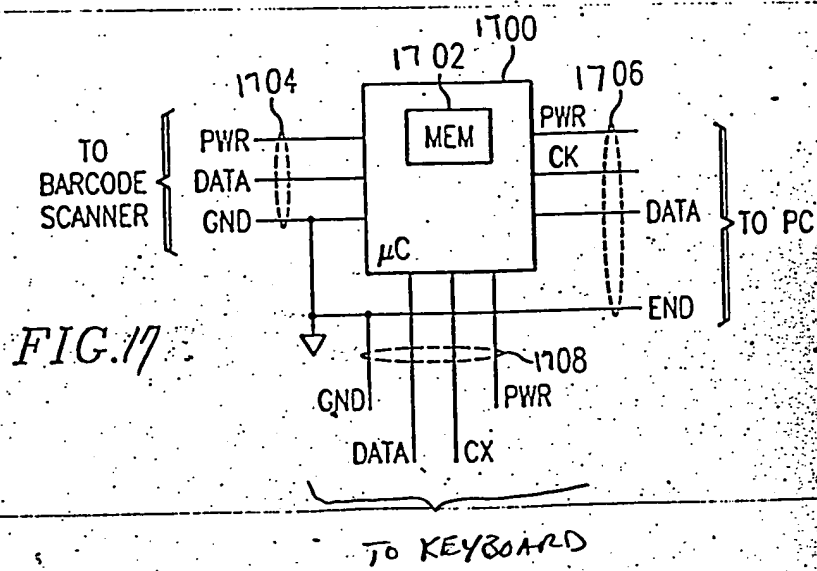


FIG. 17

737 745

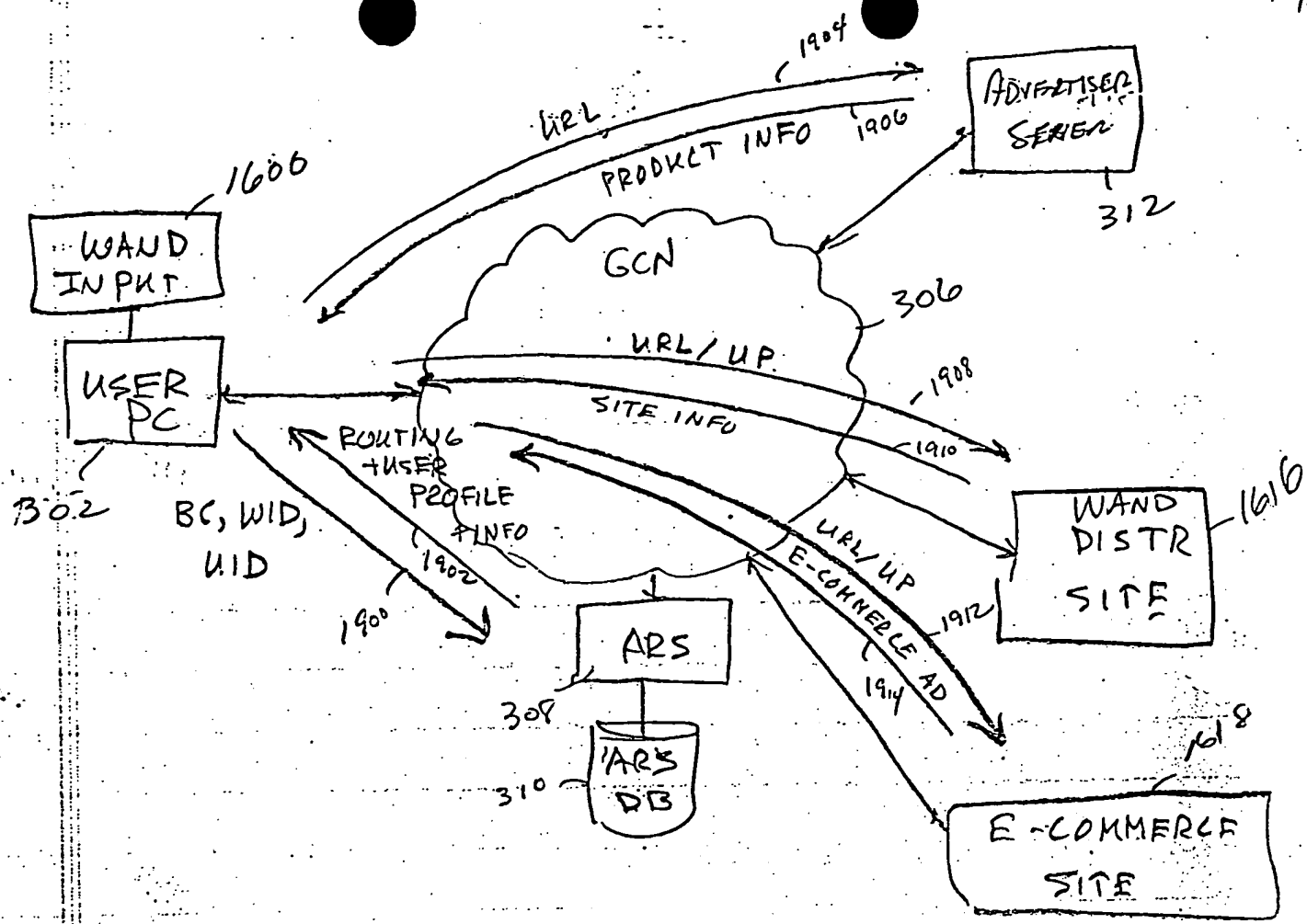


FIG. 19

737-745

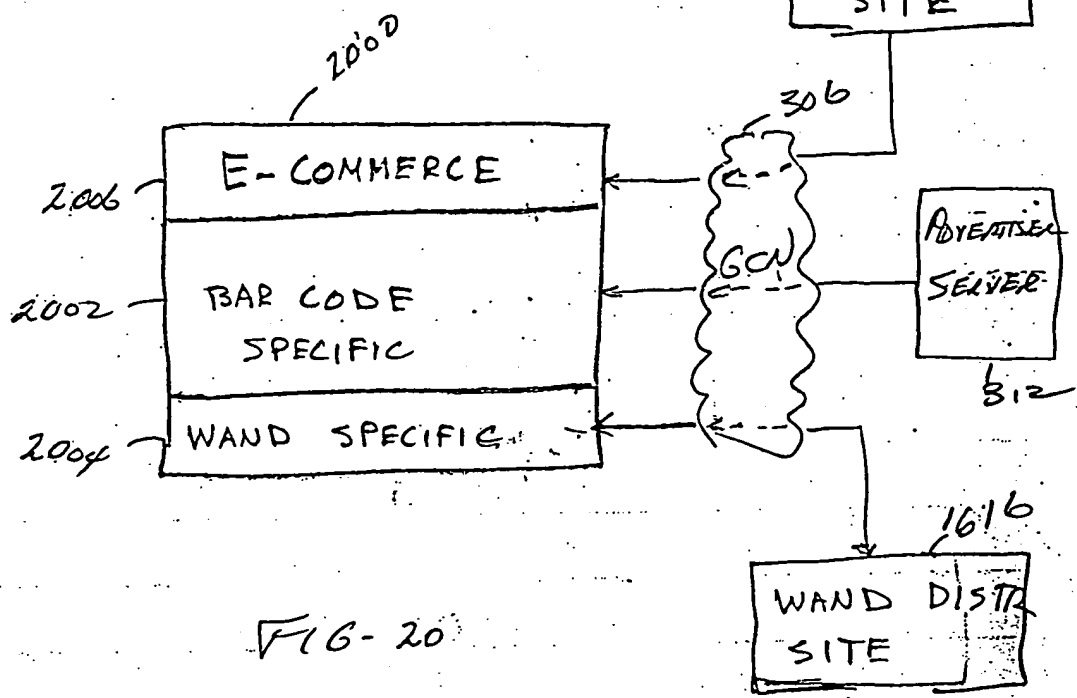


FIG- 20

2102		2104		2106	2108	
PRODUCT		WAND		USER	E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO

ARS DATABASE

FIG- 21

737 745

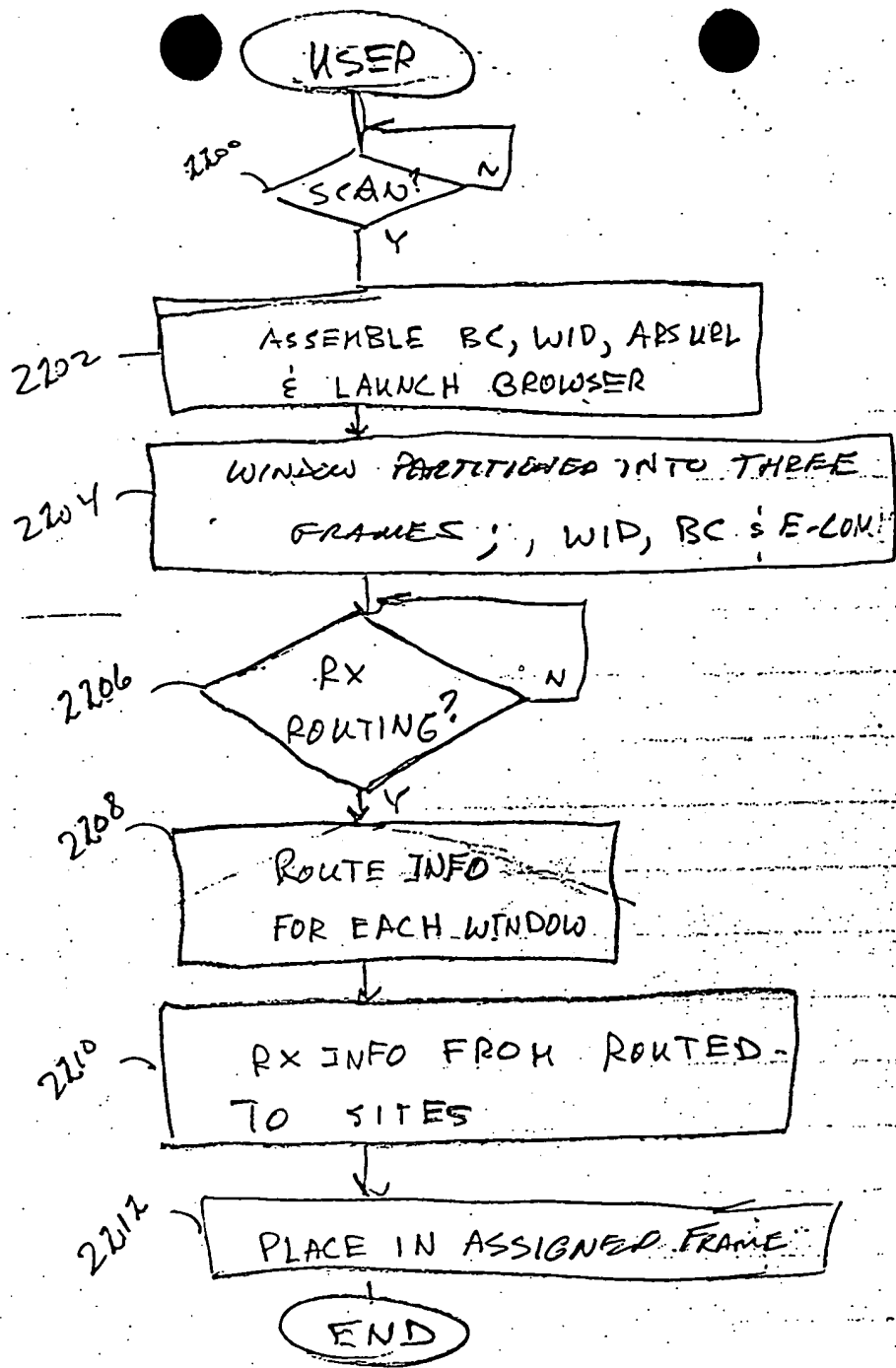


FIG-22

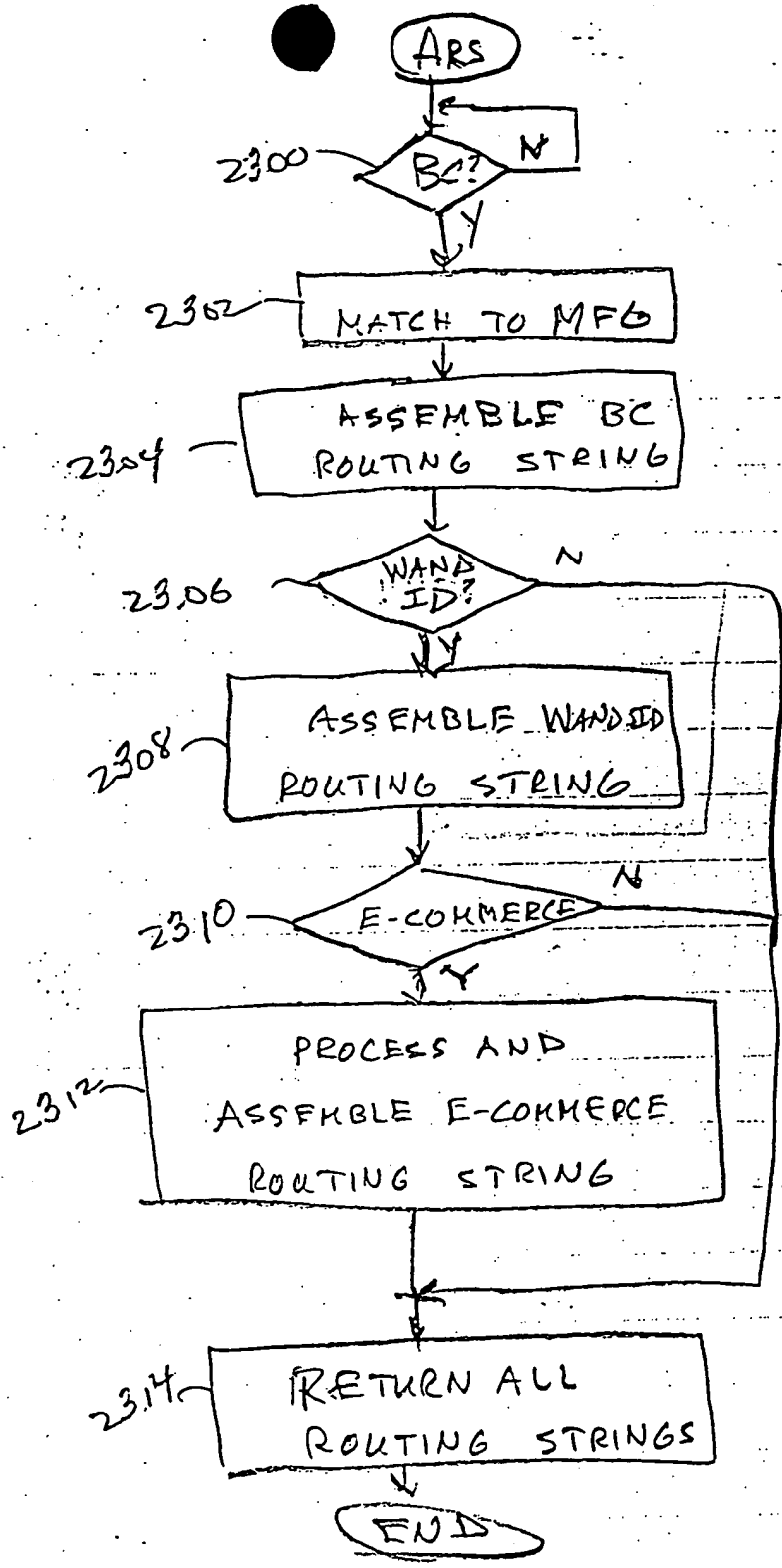


FIG. 23

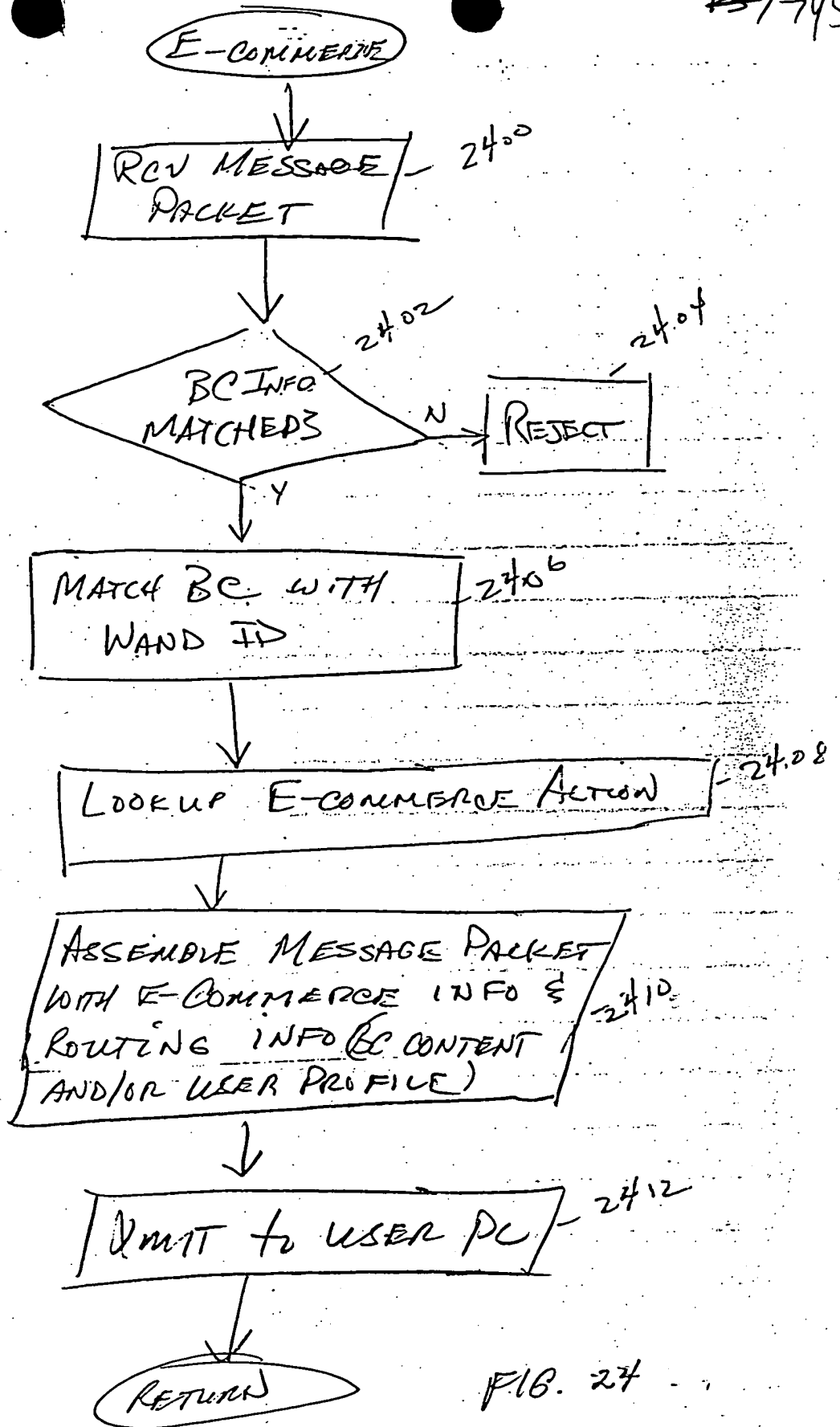


FIG. 24